

# Sponsorship opportunities

## Pavilion Background and Objectives

The COP27 Food Systems Pavilion is designed as a space for visitors to discover the importance of agricultural biodiversity and transforming food systems for the future of nutrition, health and resilience to climate change; to explore sustainable food systems and its various best practices and innovations; and to provide a space for learning and collaboration between different stakeholders within food systems.

Key objectives:

- Convene food systems actors and raise awareness on food and agriculture issues among decision makers, participants, media, and the general public
- Showcase actions and solutions, including the emerging technologies and ideas that can help mitigate problems in today's food systems
- Highlight the link between sustainable food systems and the future of nutrition, human health, climate resilience, etc.
- Support policy work that recognizes the huge potential of agriculture in tackling climate change and that drives or adopts new systems (incl. Koronivia, etc)

## Sponsorship opportunities

We are opening opportunities for any interested companies/organizations/governments to sponsor the Pavilion.

### Criteria for sponsorship

- **Strategic alignment:** governments, foundations, NGOs, civil society, multilateral organizations, and the private sector with a vision to realize a transformation in food systems by catalyzing action and those that can help achieve the Food Systems Pavilion's key objectives
- Sponsorships do not promote activities, organizations, or interests that conflict with our key objectives

## Sponsorship Menu

There are different elements that we could offer to parties that are willing to sponsor us. The elements below can be seen as a menu to choose options from, depending on what a sponsor is willing to offer, and what they are looking for in return.

- **Breakfast session:** 45mins breakfast session slot hosted at the Pavilion (before 9am) - 15k (+ any costs associated with organizing the event and refreshments)
- **Speaking slot:** unique opportunity for speaking slots (speakers to be approved by co-hosts) within the official program - 10k
- **Sponsored announcement:** exclusive 15 mins slot within the program for making key announcements (to be approved by co-hosts) and featured press release - 10k
- **Sponsored content:** opportunity to promote your thought-leadership or key announcement on the “Featured” area of the Pavilion website; headline + link highlighted in marketing email and other Pavilion communications (featured content to be approved by co-hosts) - 10k
- **Logo feature:** recognition as a “sponsor” on all marketing communications and event promotional materials - 50k
- **Country partner:** supporting countries, with opportunity to shape sessions - 100K
- **Reception sponsor:** hosting evening events - 15k (+ any costs associated with organizing the event and refreshments)

*Are you interested in hosting your own Pavilion Session?* Please visit the [Food Systems Pavilion website](#) for more information.

Sponsors will be acknowledged as “Sponsoring Partner”. It should be noted that **Blue Zone accreditation is the sponsor’s own responsibility**. Pavilion co-hosts are not in a position to provide badges to sponsors. Finally, all content and speakers should be pre-approved by the co-hosts.

## Contact

*Do you want to support us and help organize the first COP27 Food Systems Pavilion ever?* Get in touch with **Wiebe Smit** ([wiebe@clim-eat.org](mailto:wiebe@clim-eat.org)) to explore sponsorship opportunities!